

**THE STUDY ON THE RELATIONSHIP BETWEEN THE
CUSTOMERS AND INSURANCE ADVISOR AT
CEYLINCO INSURANCE IN BATTICALOA**

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Abstract

The objective of the project was to do Market Research for Ceylinco Insurance Company Ltd. Sri Lanka for that we have to understand the customer needs, Income, constraints, response, emotions and customer and employee satisfaction there so that they can contribute their time for becoming advisors for the company. The objective of this study was to analyze consumer satisfaction of mechanical splicing in Eastern Province with respect to the performance, sales effort and sales service.

It was essential to know the feedback of customers in order to formulate effective marketing and sales strategies in future and improve the quality of service to achieve better consumer satisfaction.

The site visits and companying made us possible to measure the satisfaction of consumer by identifying the attributes, which gave consumer- varying degrees of satisfaction.

Questionnaire based on company format some attributes like requirement of customer and sales services offered by company were identified as critical (motivational) factors for providing satisfaction to consumers. But absence of hygienic factors definitely results in an unsatisfied consumer.

These hygienic factors could result in selling but their absence can certainly unseal the product offering. For this a questionnaire was prepared which gave a vague idea about the people who were really interested and wanted to know about various new opportunities in the insurance sector. Most important part is analyzing the information.

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